

AFD FOOD & BEVERAGE REPORT

VOL. 1, NO. 10 An official publication of the Associated Food Dealers of Michigan and its affiliate, Package Liquor Dealers Association DECEMBER 1990

INSIDE

Don't forget to vote for the member of the year - send in the nomination ballot on page 15.

Liquor license issues will be hot in the 1990s, see update on page two.

DAGMR held its 65th annual dinner, review on page five.

Find out how AFD and the Chaldean Federation helped those in need have a happy Thanksgiving on page seven.

AFD board member Mark Karmo is profiled on page eight.

LEGISLATIVE UPDATE

Senate passes nutrition labeling bill

The Senate recently approved legislation requiring nutritional labels on most products purchased in a supermarket. The bill includes language calling for voluntary labeling of produce and seafood.

House approves senate-passed seafood inspection bill

The House of Representatives approved, 324-106, a seafood safety bill that would establish a federal seafood inspection program. The House took up the Senate-passed bill, which had given chief regulatory authority to USDA, and added an amendment by Reps. John Dingell (D-MI) and Henry Waxman (D-CA) giving FDA the lead for a shellfish inspection program.

Plastics ban would devastate the environment

A solid waste strategy that relies largely on paper packaging would strike a blow not only to the environment but also to the economy. That's according to a recently released study from the University of Toronto

See UPDATE, page 4

75TH ANNUAL TRADE DINNER SET FOR JANUARY 18 The Contours set to sparkle at AFD's Diamond Jubilee dinner



This year, AFD's annual trade dinner promises to meet members' greatest expectations. Celebrating the 75th anniversary of this well-attended and much anticipated event, the association has barred no efforts to make this occasion unforgettable. The Diamond Jubilee will be held on

Friday, January 18, 1991 at Penna's of Sterling Heights.

The Contours will headline the evening, with a classic motown sound to dance to. The group was most recently recognized for the hit song 'Do You Love Me' which was in the movie *Dirty Dancing*.

Other entertainment includes caricaturists, magicians, and strolling violinists.

Sponsors of the event include: Coca-Cola, Coors Brewing Company, R.M. Gilligan Inc., The Prince Company, Foodland Distributors and General Wine Company.

The preferable promotions . . .

The word is out from the Promotion Marketing Association of America: not all promotions are created equal, nor is their impact. According to a survey recently released by the organization, promotional offers' success can differ greatly, depending on the product category. Even the demographics of the customer can determine a promotion's success or failure, although probably not in expected ways. The finding that brand-switching decreases with age was not surprising. However, the survey also discovered that the more affluent, better-educated and older the consumer, the more likely that he or she would be a part of a sales promo-

PROMO POPULARITY

Program	% Participating
Manufacturer's	98
Rebate Promotion	54
Sweepstakes Contest	26
Premium Incentive	17
Base: 500 consumers who had participated in a promotion during the past six months.	

Source: TLR/PMAA

tion. Clipping coupons is okay, but switching from Colgate to Crest is not.

PMAA gave consumers a list of ten product categories to review. The results show that they are more responsive to promotions for batteries, coffee, personal appliances and shampoo. They are less inclined, however, to switch their pet food or motor oil

brands. But it's the alcoholic beverage category where consumers really show their loyalty. According to the survey, four times as many consumers said they were "not at all likely to purchase a different brand of alcoholic beverage" than those who said they were "somewhat" or "very" likely to switch.

A final thought. PMAA asked survey participants what makes them pick one store over another. Eighty percent said the store's cleanliness was important. Factors such as friendliness, price, sales, store configurations were in the 60-70 percent category range. In-store promotions lagged far behind. Less than one-third thought they were important. Reprinted with permission from the *Lempert Report*.

Looking at liquor issues in the '90s

By John Dagenais

As we look back at 1990 and prepare to enter 1991 in a few weeks, it may be wise for all of us to reflect on the most recent trends in liquor issues during this past year and what looms ahead during 1991.

Perhaps the biggest "handwriting-on-the-wall" story was the April 1990 release conducted by Price Waterhouse of a specialized report rendered to the Liquor Control Commission offering suggestions on the pros and cons of deregulating Michigan's liquor industry.

Authorized by the Michigan legislature in the 1988-89 appropriations bill, the lengthy report projects methods for privatization of Michigan's control state operation—one of 18 control states. The report never made a recommendation as to the state turning over liquor distribution to private wholesalers, but did suggest some possibilities if the state raised taxes on alcohol, probably as much as 36 percent.

Deregulation would also mean that SDD retailers would be able to set their own shelf prices resulting in a wide range of prices throughout Michigan and the report does note that price competition could force

some small retailers out of business. On the other hand, small liquor retailers doing business in small rural areas probably fare better than those merchants in large and heavily populated areas.

The public cry for "get tougher" on drunken driving has shown some results this past year with legislation aimed at stronger prosecution of drunken drivers—including an automatic 90-day license suspension for minors caught with alcohol beverages in their cars. Bills were also introduced to lower the blood alcohol count below the present .10 percent (0.10%) now considered the mark of being legally drunk.

Earlier this year, the U.S. Supreme Court returned a case involving "alcohol check lanes" back to Michigan to determine if such a measure would be prohibited by Michigan's own State Constitution. A decision is expected during 1991.

Approximately 30 Michigan communities during the past year started a movement towards a "cost recovery law" to bill drunken drivers for the cost of their arrest and prosecution. Kentwood, a suburb of Grand Rapids, followed Kalamazoo and Lansing which already have a similar ordinance.

A drive by several communities in Oakland County last February saw a crackdown on false I.D.—the scourge of all liquor retailers and the

alcohol industry in general. One fake ID business located in Farmington Hills was charging \$55 to alter a driver's license and \$75 to make a new counterfeit driver's permit. High school students in Oakland County admitted they knew printers and/or photographers from Pontiac to Detroit that were in the business of selling false ID to those under 21 years of age.

Liquor laws, ordinances or policy associated with alcohol beverages are constantly under review, and 1990 started with a surprise attack by the Detroit Metropolitan Rental Hall Association on the City of Detroit's 1965 ordinance making "Bring Your Own Bottle" illegal. Joining the rental hall group in fighting the Detroit ordinance was the Michigan Minority Beverage Association. Michigan liquor laws state in part that a 24-hour liquor permit is needed for persons of legal drinking age to consume alcohol beverages at any event sponsored by a non-profit organization.

During 1990, several attempts have been made to change the original "Bottle Bill" of 1976, calling for a deposit on all returnable bottles and cans from the beer and soft drink manufacturers. Although wine coolers and certain low-proof spirit containers now have deposits through recent amendments of the Bottle Bill, a movement in the state legislature still presses for expansion of the deposits to include all wine, spirit and fruit

drink containers. This push to throw more of a burden on food and beverage retailers will be high on the agenda in the coming 1991-92 legislative sessions.

Earlier this year, an editorial by the Michigan United Conservation Clubs backed an idea from a professor at Michigan State University urging a flexible bottle and can deposit which would increase the present deposits in 5-cent increments upwards to 20 cents.

Professor Robert H. Rasche stated, "I believe that the deposit requirement of 10 cents will become less effective in inducing customers to recycle cans and bottles."

A controversial bill now pending in the Michigan legislature since June 1990 will certainly surface in the coming year—that measure affects gas stations in communities of 4,000 population or less and gives them the right to sell alcohol beverages. Presently the population limitation is 3,000 for merchants selling beer, wine or liquor in conjunction with gas service.

This report just scratches the surface of the many liquor issues the beverage industry will face in the '90s decade, but food and beverage retailers, more than ever before, need to organize and unite to meet all these issues squarely and Associated Food Dealers of Michigan represents a giant step towards that solution YOU want!

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FOOD FOR THOUGHT:

Motivating with goal setting

by **Chuck Coonradt**,
President, The Game of Work, Inc.
(Chuck Coonradt is president of The Game of Work, Inc., a consulting company dedicated to improving productivity and profitability in the supermarket industry.)

Let's take a look at what goal setting does in athletics. If you take the goals out of football, what would you have? You would give the Lombardi Trophy to the team each year that racked up the most yards. If you took the yard markers off the field, you would have to give it to the team that could stay on the field the longest. Then football would be like many businesses that use longevity as the main criteria for promotion.

If you took the goals out of basketball, you would have ten guys running up and down the floor just dribbling the ball—like we often do in business, sometimes without the ball.

Everything we do in our recreational pursuits is absolutely and totally goal directed. If you took goals out of any sport, you would remove the most significant aspect of recreational pursuits—goal setting and goal striving. There is something inherent in us to want to do things better, faster, higher, shorter, longer... and to win.

Goals in recreation are clearly defined, and as a result, motivation in recreation is at a higher level than in business. Can we bring the motivation of recreation into the work place? Absolutely! When the following criteria for goal setting are applied in the work place, they can produce motivation similar to that found in recreation.

- 1) **Goals must be written.** Goals that are not written are merely wishes. Goals that are not written down are easily forgotten or changed. Written goals become reality.
- 2) **Goals must be your own.** Goals setting and goal striving become truly effective only when team or corporate goals become the same as personal goals—when it becomes "my" team or company.
- 3) **Goals must be positive.** You must be able to visualize the goal, and the only way the goal can be visual is if it is positive. We must be willing, as the old song says, to accentuate the positive. The mind rejects the negative goals.
- 4) **Goals must be measurable and specific.** Paul J. Meyer insists, "Definite goals produce definite results. On the other hand, indefinite goals do not produce indefinite results. They produce no results at all." Unless the overall goals of the company reflect how much, how many, by when, and by whom, you don't really have legitimate goals.
- 5) **Goals are best stated in inflation-proof terms.** Inflation is a fact. Only when we can take it out of our goals program can we be the beneficiaries

- rather than the victims of inflation.
- 6) **Goals must be stated in the visible terms available.** When goals are measured in real things, everybody knows the score. Labor-control goals are best accomplished by using specific, easily measured quantities, so manager's don't have to translate.
 - 7) **Goals must contain a deadline.** Deadlines are the foundation of commitment. A goal without a deadline is merely a philosophical statement.
 - 8) **Goals must allow for personality changes.** The goals to become better are intangible characteristics that make winners what they are. Winners are champions of change and choice.
 - 9) **Goals must contain an inter-related statement of benefits.** Goals and benefits go together. The acronym WIIFM stands for "What's in it for me?" Make sure you've got some WIIFM in your goals program.
 - 10) **Goals must be realistic and obtainable.** If you set realistic goals and work on them, you can get big results. Change is hard to achieve, frequently like that final yard into the end zone, but the more realistic and attainable your goals are, the greater your chance of seeing some change, at

LETTERS

To whom it may concern:

I would like to take this opportunity to thank you for selecting me as one of the winners of the AFD scholarship. It is very beneficial in furthering my education. I greatly appreciate it.

Thanks again,
Jan Erla

COMING EVENTS

January 11-13 - National Food Distributors Association Mid-Winter Table-Top Show, to be held at the Yacht and Beach Club Resorts, Orlando, Florida. For information, call (312) 644-6610.

January 18 - AFD's 75th Annual Trade Dinner, to be held at Pennas; Sterling Heights. For information, call (313) 557-9600.

January 28-31 - 1991 N.G.A. Convention & Buying/Merchandising Expo, to be held at the New Orleans Convention Center, New Orleans, Louisiana. For information, call (703) 437-5300.

February 10-12 - EFT/POS Conference '91, to be held at the Loews Santa Monica Beach Hotel, Santa Monica, CA. Call (213) 458-6700 for information.

April 16 - AFD Trade Show, to be held at Fairlane Manor, Dearborn. For information, call (313) 557-9600.

least a little.

Every company must have overall organizational goals, followed by divisional and departmental ones, and then individual goals. All those must work together.

Sometimes when companies get down to the departmental goals they think that is where goal setting stops. Supervisors are told not to interfere with the private goals of individuals, not to get too close. That's bunk. Individual goals are the foundation of corporate human resource development and planning.

The clear definition of individual goals is the foundation of teamwork. Teamwork is based on great individual execution of assigned responsibilities, not compromise and cooperation. Only when everyone excels at an assigned task do we have true teamwork.

On your team, in your business, you cannot achieve great teamwork unless the goals are clearly defined down to the individual level. That is your challenge if you want the motivation of recreation in your business or organization. Remember, in the absence of clearly defined goals we are forced to concentrate on activity and ultimately become enslaved by it. Reprinted with the permission of the Game of Work, Inc., P.O. Box 1356, Park City, Utah 84060, (800) 438-6074.

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The Food & Beverage Report (USPS 082-970; ISSN 0894-3567) is published monthly by the Associated Food Dealers at 18470 W. 10 Mile, Southfield, MI 48075. Subscription price for one year is \$3 for members, \$6 for non-members. Material contained with *The Food & Beverage Report* may not be reproduced without written permission from the AFD. Second Class postage paid at Southfield, Michigan.

POSTMASTER: Send address changes to Food & Beverage Report, 18470 W. 10 Mile, Southfield, MI 48075.

ADVERTISERS: For information on advertising rates and data, call AFD, Debbie Cooper, 18470 W. 10 Mile, Southfield, MI 48075, (313) 557-9600.

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1990 a year of successes for AFD: merger was key

by Amir Al-Naimi
Chairman



Al-Naimi

The past year has been an eventful one for Associated Food Dealers. By working together, the extraordinary efforts of our members has yielded an organization that is stronger than ever. Our many accomplishments were achieved by the teamwork provided by the board of directors, executive committee and membership.

Although there are too many to list, some of the highlights of 1990 include:

AFD's merger with Package Liquor Dealers Association was one of our highest priorities and is now one of our greatest achievements. This relationship establishes our organization as the second largest food and beverage association in the country.

Educational seminars were instructed and more than 100 retailers benefited from the 10 T.I.P.S. (Training Intervention Procedures by Sellers) seminars held.

Another educational accomplishment was the scholarship program. While this is an annual tradition, in 1990 it was the largest ever in terms of total amount awarded and number of beneficiaries.

AFD started several new membership services. Among the programs instituted were the Master-Card/Visa program and the debit card program.

We established an out-of-state office to better represent our members on the west side.

Our 1990 trade dinner was the largest ever and our trade show was the most profitable ever.

Next year we are sure to take AFD even further and meet more of our goals.

On behalf of AFD's board of directors and staff, I want to wish you a happy and healthy holiday!

UPDATE

continued from page 1

examining the impact of a plastic packaging ban.

Currently, plastics provide for 25 percent of the U.S.'s packaging needs with paper providing for about 50 percent. If plastics were banned the U.S. would be forced to harvest an additional 162 million acres of forest annually to enable the paper packaging industry to make up the shortfall.

The study also concludes that the U.S.'s solid waste stream would increase annually by 55 billion pounds if paper packaging replaced plastic packaging.

With respect to the economic consequences of a plastics ban, the study projects an annual increase of 25.5 billion kilowatt years in energy needs. That increased energy would be required to produce the additional paper packaging. Notably, paper packaging requires 2.5 times more energy to produce than plastic packaging.

Bill approved to restrict lead in consumer products

A Senate Environment Subcommittee has approved legislation that would require reductions in the amount of lead used in certain consumer products and establish a six-month notification requirement for new products containing lead under the Toxic Substances Control Act. The proposed Lead Exposure Reduction Act would require premanufacture

notification for new lead-containing products and require the Environmental Protection Agency to determine the product's potential for dispersion of lead in the environment from manufacture, use or disposal.

Report shows pesticide levels are within limits

The Food and Drug Administration has issued a report that says 99 percent of domestically grown foods tested last year by the FDA showed no pesticide residues at all, or showed only residues well within government-set limits for safety. FDA tested 234 food products purchased at supermarkets and found that the dietary intake of pesticides for all American population groups is well within the Acceptable Daily Intakes standards set by the United Nations and the Environmental Protection Agency. The violations that were found generally involved approved pesticides used on the wrong fruit or vegetable, rather than uses that could suggest a potential human health hazard.

Reservists called to duty must be re-employed

By federal law, all reservists called to active duty must be re-employed upon return. Reservists are entitled to their former position, full status and pay (as if they had not been on leave.) Their period of absence must be considered a "leave of absence" and employers must retain for them the same insurance and other benefits accorded to any employee on leave.

AFD TRADE SHOW 1991



Tuesday, April 16, 1991
Noon - 8 p.m.
Fairlane Manor, Dearborn

If you want to:

- Increase your bottom line
- Make new business contacts
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Exhibit at AFD's trade show
on April 16, 1991

The trade expo is an industry-wide show displaying products and services relating to the food and beverage industry. If you service this industry, in any way, you need to have a booth in the 1991 show. Reserve a booth today.

FOR MORE INFORMATION

or to obtain a contract and exhibitor's manual call:

(313) 557-9600 or 1-800-66-66-AFD

Coupon scanning offers big savings

The industry can save at least \$400 million a year if all supermarkets start scanning coupons and validating them electronically.

About one in 12 coupons (8.0 percent) is misredeemed at the checkout, according to a 1989 study by the Coupon Scanning Task Force of the Joint Industry Coupon Committee, drawn from the membership of Food Marketing Institute and several other leading associations.

That misredemption rate adds up to an annual industry loss of \$291 million. Electronic coupon validation—which guarantees that a coupon presented is for a product actually purchased—can virtually eliminate that cost.

On top of that, the industry can save in front-end productivity. Casio, the New Jersey-based electronics company, estimates that individual stores can save \$1,040 in front-end labor, based on a one-second per coupon time savings. Total savings per store can reach \$24,000 a year.

Encouragement to scan

Of the companies equipped to scan coupons, a small but growing number are doing it. More are likely to come on board as coupon scanning becomes easier and more attractive.

Several facts and trends should encourage retailers:

It soon will be possible to scan all coupons. The Grocery Manufacturers of America pledged that all its

members' coupons will carry the Universal Product Code (UPC) symbols by January 1, 1991. Currently, 85 percent have symbols.

Coupon coding accuracy is improving. Manufacturers are improving the quality and accuracy of the UPC symbols printed on coupons. Currently, about four percent of all scannable coupons are coded incorrectly, according to a study by Information Resources, Inc.

The need to improve handling efficiency will become more important as coupon distribution and redemption continue to increase. Between 1985 and 1989, coupon distribution increased 34 percent, from 200 billion to 268 billion, according to Nielsen Clearing House. Redemption increased 9 percent, from 6.5 billion to 7.1 billion.

With the exception of a slight dip in the total number of coupons redeemed in 1988, both redemption and distribution have steadily climbed over the decade. Currently about 2.6 percent of all coupons issues are redeemed.

Customers are increasingly concerned about saving money at the supermarket. Almost four in 10 consumers (37 percent) say they use coupons—up from 34 percent in 1989, according to FMI's 1990 *Trends* report.

Reprinted from FMI Issues Bulletin.

65th annual DAGMR dinner held

The 64th Annual DAGMR Fall Trade Dinner was a huge success. The event was held at the Novi Hilton starting with a cocktail reception at 5:30 p.m. followed by dinner. Las Vegas-style gambling casino and topped off with a raffle of many great prizes.

The trade representation was the largest it had been in years. A few guests were Paul Coleman, Farmer Jack; Bob Garbarino (retired), Farmer Jack; Greg Gallus, Foodland; the Welch brothers, Hollywood; Joel Greenisen, Kroger.

Incidentally, a round of applause goes to Greg Gallus who won \$100 in the 50/50 scholarship raffle and donated it to the scholarship fund. In 1990, DAGMR donated \$1,000 scholarships to six individuals starting college.

DAGMR would like to thank the following companies who donated gifts to help make the trade dinner one of the best ever:

B & J Vending
Benckiser Consumer Products, Inc.
Coca Cola
Commerce Dist.
Fred Falle & Company
Frito-Lay
General Biscuit of America
Hills Brothers
Hillshire Farms
Kar Nut Products Company
M & M Mars
Nabisco Foods Company
Oldies 104.3/WOMC
Oscar Mayer
Thomas J. Lipton Co.
WDFX Radio



Vegas-style casino game tables lent a festive air to the 65th annual Trade Dinner.



Deli Foods Available

Homestyle Beef Stew	Broccoli in Cheese	Lasagna
Homestyle Mac & Beef	Beef Stroganoff	Vegetable Lasagna
Green Pepper Steak	Turkey with Cornbread Dressing	Cream Cheese Pastry Stix
Sliced Meatloaf	Swiss Steak & Gravy	Blueberry Pastry Stix
Salisbury Steak	Meatballs	Pastry Stix
Stuffed Green Pepper	Golden Corn Dogs	Apple Pastry Stix
Stuffed Cabbage Rolls	Rice Pilaf	Cherry Pastry Stix
Chicken Ala King	Au Gratin Potatoes	Apple Crisp
Homestyle Mac & Cheese	Yams & Apples	Cherry Crisp
Coron Souffle	Cinnamon Apples	

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is the greatest
resource
of any
corporation."



LOTTERY

Michigan Lottery posts second best sales year ever

The Michigan Lottery recorded its second best sales year ever for the twelve-month period running from October 1, 1989 through September 30, 1990.

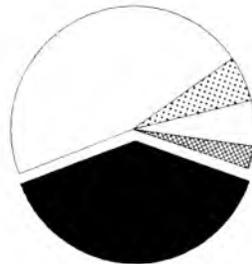
Unaudited figures for fiscal year 1989/90 show total Lottery sales at \$1,197,552,305 - up 3.6% over last year's figures, and just three-tenths of one-percent below the record year of 1988, when sales topped \$1.2 billion. It was the fourth straight year that sales exceeded the \$1 billion mark. More than 487 million will be transferred to the state School Aid Fund to help finance K-12 education throughout the state.

Increases in the Instant, Zinger, Daily 4 and Keno games more than offset slight losses in the Lotto and Daily 3 games. Instant game sales were up nearly \$23 million, for an increase of 14%. Those totals are impressive considering that last year's Instant game sales represented a 25% increase over the previous year. Zinger sales posted a 17% increase over last year, while the Daily 4 game edged up nearly 1.5%. The addition of Keno in April added \$41 million to the year's totals.

Fiscal year 1989/90 was a record year for prize winners, with more than 32 million cash prizes paid out in the Lottery's games. Total prizes paid amounted to a record \$587.4 million,

WHERE MICHIGAN LOTTERY MONEY GOES

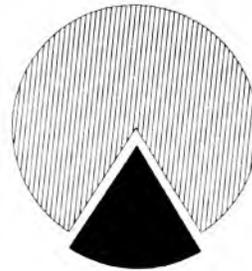
GROSS LOTTERY REVENUE
1989-1990 Fiscal Year
\$1.3 Billion



\$488 Million

- 46% Prizes
- 39% School Aid
- 6% Commissions
- 6% Administration/Other
- 3% Game Related Expenses

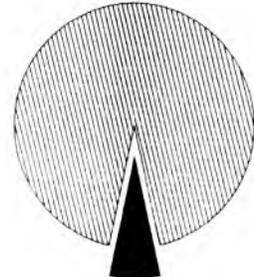
STATE SCHOOL AID FUND
\$2.9 Billion



\$488 Million

- 18% Lottery
- 82% Other

K-12 PUBLIC EDUCATION
OPERATING REVENUE
\$8.0 Billion



\$488 Million

- 7% Lottery
- 93% Other

up over 5% from a year ago. The previous record was \$587.1 million paid in fiscal year 1987/88.

In the Lotto game, 44 players won or shared Jackpots worth over \$270 million, while half-a-million more players won over \$56 million in second and third-place prizes. More than \$250 million was won in the

Daily games, \$104 million in the Instant games, and close to \$20 million each in the Zinger and Keno games.

Sales are expected to surpass \$1 billion for the fifth straight year in fiscal 1990/91.

AFD member benefits

As a member of the oldest and largest food and beverage association in the state you are entitled to the following:

- health and medical benefits through Blue Cross/Blue Shield, at our group rates;
- liquor liability insurance at minimal rates, through an admitted and accepted insurance company;
- worker's comp insurance with dividends and a loss prevention program;
- coupon redemption program that saves both time and money;
- political action that supports your interests;
- Visa/MasterCard charge service, for customer service;
- legislative representation in Lansing — full-time — to protect your industry;
- checking services — TeleCheck and verification directories to reduce bad debt accounts;
- legal consultation;
- industry exposition for product display, promotion and discount buying;
- Magic Touch Debit Program to eliminate the handling of checks;
- monthly publication;
- educational seminars and a number of special events

Take advantage of the services available to you! Call AFD for more information at (313) 557-9600 or 1-800-66-66-AFD.

The Associated Food Dealers of Michigan will hold its annual meeting on Monday, December 10, 1990 at 6:30 p.m. at AFD's main office: 18470 W. 10 Mile Road, Southfield, MI 48075. All members are invited and encouraged to attend. Please R.S.V.P. to Sue at (313) 557-9600 as soon as possible.



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For our customers. Detroit Popcorn Company, an institution for over 50 years, manufactures OLDE TYME popcorn products, and sells them direct, which means more profit for you. All of our high quality snacks are available for private label and we offer discounts based upon quantity. Call today for more information.

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12065 TELEGRAPH ROAD, REDFORD, MICHIGAN 48239 LOCAL (313) 531-9200

Annual Turkey Drive helps those in need

Associated Food Dealers of Michigan and the Chaldean Federation gave away 400 turkeys and 125 cases of soft drinks to Detroit area churches and shelters on November 20. The turkeys were donated by Chaldean store owners and AFD member companies. Soft drinks were donated by Pepsi-Cola, Faygo Beverages, Coco-Cola and 7UP.

This is the fifth year AFD and the Chaldean Federation have joined together to provide food for the needy. AFD board member Mark Karmo is the chairman of the turkey drive and another board member, Sam Yono, is the Chaldean Federation chairman. Both were on hand to pass out the turkeys and soda as were Tom Kado, Chaldean Federation, Chris Zebari, Pepsi-Cola, and AFD staff members Harley Davis, Vicky Zuschnitt and Debbie Cooper.

The recipients included Little Rock Baptist Church, Hartford Memorial Baptist Church, Christ Cornerstone Missionary Baptist Church, Ministeries of the Bread of Life and Sacred Heart Chaldean Church.



Sam Yono, Chris Zebari, Mark Karmo and Tom Kado pass out turkeys.



Mark Karmo and Rev. Obie Matthews prepare the soda pop.



The drive helped make the Thanksgiving holiday merrier.



Turkey drive chairman Mark Karmo and Tom Kado unload the turkeys.



Mark Karmo, (left), Rev. Obie Matthews, Sam Yono and Tom Kado.

IF YOU LIKE

FACTS

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YOU'RE GOING TO LOVE

BIG CHIEF'S FACTS!

Here's the latest from the SAMI Arbitrons:

BIG CHIEF'S SHARE OF MARKET SALES	32%
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DISTRIBUTOR PROFILE

Ludington News serves Detroit with magazines, paperbacks

Ludington News Company was founded in June 1921 by Ivan Ludington, Sr., when he bought out

Solomon Brothers, a small magazine wholesaler. Today, the Detroit-based company

is recognized as one of the country's largest distributors of magazines, paperback books and racing publications. It handles 3,000 magazine titles and employs about 300 people.

Dana E. Ludington, v.p. sales/marketing, is continuing the family tradition and started his training with the company working summers while in school. "It was my family's philosophy to start the kids from ground zero so we would know the whole business," said Ludington.

Thousands of retailers throughout Detroit and the surrounding area receive magazines and paperbacks from Ludington News Company. "If a retailer starts up a business, we will talk to them about what they will need," said Ludington. The company tracks sales to determine the right balance.

"Magazines are the only product that moves other products," says Ludington. Encouraging future sales are 15.5 billion store coupons, which is about a half a million coupons for every store.

Retailers can do much to increase profit on magazine sales. "They are a

high impulse item, probably one of the highest in a store," said Ludington. Some suggestions to take advantage of this include:

- Keep magazines out for full sales period;
- Keep magazine racks full;
- Check your returns carefully;
- Assign an employee to take care of the magazine rack's appearance;
- Arrange magazines neatly and by category.



Dana E. Ludington continues the family tradition of magazine distribution

WINTER ICE FESTIVAL

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- International Ice Sculpting Exhibitions
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PLEASE SEND RATE CARD AND MARKETING INFORMATION TO:

Name _____
Address _____ Phone _____
City/State/Zip _____
Signature _____ ATTN: Ray Amyot

BOARD MEMBER PROFILE

Karmo aims to serve people



Mark Karmo at the annual Turkey Drive

Mark Karmo has worked in the food industry since 1971. "I came to the U.S. and worked part time at the store while I attended school," he said. "I then bought my uncle's store."

Karmo now owns two supermarkets and four party stores. He runs the businesses from his office in Southfield. His brother helps him manage the stores and the 75 to 80 people Karmo employs.

"About three or four years ago it was hard to find good help," he said. "It is not as bad now but it is much easier to control the party stores than the supermarkets."

He is now expanding the business through his involvement in building a shopping center for rent.

Karmo has been a member of AFD for the last 17 years. He has served on the board for the last two years. "It's an organization that helps retailers," he says. "We help each other." He is the secretary of the

PAC committee.

Another contribution Karmo makes to his community is the work he does through the Chaldean American Youth Club. Karmo was one of the founders and has been on the board of directors for many years. He was once president and now is chairman of the annual Thanksgiving turkey drive which has been in place for 12 years. AFD has participated with them for the last five years.

"We think Thanksgiving is an important event," says Karmo. "I am happy to help people who can't afford to have a turkey." The group has distributed up to 1,000 turkeys and 125 cases of soda pop each year in the tri-county area. The turkeys come from the Chaldean community and the soda pop is contributed by various soft drink companies.

"My aim is to serve people," says Karmo. "An important part of my life is helping people."

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(Bill Barker, Carl Weber)
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FAX: 517/783-4674

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dba America One of Flushing
(Dave LaForest)
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Phone: 313/659-8919
FAX: 313/659-9595

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(Bob McElwain)
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FAX: 313/687-0350

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Insurance Agency, Inc.
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(Rebecca Johnston)
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FAX: 313/973-8318

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(Gene Piska)
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P.O. Box 2490, Dearborn, MI 48123
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America One Insurance Systems
(Jim Boersma, Kathy Boersma)
2600 Five Mile, N.E., Grand Rapids, MI 49505
Phone: 616/363-6838
FAX: 616/363-0072

Corey Insurance Agency
dba America One of Grand Ledge
(Bob Corey)
400 S. Bridge St., Grand Ledge, MI 48837
Phone: 517/627-2128

America One Curtis Insurance Agency
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25 N. Washington, Orford, MI 48051
Phone: 313/628-3604
FAX: 313/628-7080

Matthews' America One of Muskegon
(Paul Matthews)
1669 Peck St., Muskegon, MI 49441
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America One of Southfield
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FAX: 313/737-0818

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FAX: 313/238-3026

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FAX: 616/957-7809

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FAX: 616/673-2169

America One Northridge Agency
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WIC: A government success story; a retailer opportunity

Even though WIC is not a new program (it turned 16 this year), many food retailers may be unsure about what exactly WIC is and how it can benefit their community as well as their business. The Special Supplemental Food Program for Women, Infants and Children (commonly known as WIC) is a government program that everyone seems to applaud. And for good reason! WIC provides nutritious foods to supplement the diet of pregnant, post-partum and breastfeeding women, along with infants and children under the age of five. The program has been shown to increase birth weights in newborns and lead to decreases in the number of low birth-weight babies, thereby lowering the infant mortality rate.

In addition, WIC offers nutrition and health-care advice to WIC participants. Eligibility is based on income as well as nutritional need which is identified by a health professional. The WIC Program is one of this country's main weapons in the fight against hunger and infant mortality, and the WIC food retailer is in the frontline of this fight.

Food retailers who are WIC vendors (those registered by their state to accept WIC coupons) play a large role in this fight against hunger and infant mortality because they are the ones

who receive the WIC coupons in return for specified foods. An analogy to understand the process is, the coupons are "prescriptions" for specific foods; foods that meet a WIC participant's individual nutritional needs. The retail clerk helps "fill" the prescription by making sure the participant receives exactly what is prescribed by the WIC health worker. Since WIC food prescriptions are designed to reduce complications of pregnancy due to poor nutrition and promote the healthiest possible birth, growth and development of children, the retailer role in the program is a vital one.

WIC also means increased business for the food retailer by making substantial contributions to food sales. In a recent evaluation of the WIC Program, participating retailers estimated that about 30% of their sales of WIC-type foods (defined as certain brands of infant formula, infant cereal, milk, eggs, cereals, juices and other products high in specific nutrients) are due to the WIC Program. At the same time, WIC business means increased food stamp and cash purchase business. WIC can also mean good public relations.

When you're a WIC vendor, the community knows you care about reducing infant mortality; that you

care about the community.

Many retailers who are authorized to accept food stamps are also allowed to accept WIC coupons and vice versa. The two are similar in that they are both administered by the United States Department of Agriculture's Food and Nutrition Service and both help fight hunger. But that's where the similarities end. The Food Stamp Program is an entitlement program whereby all those eligible can automatically receive food stamps. WIC is not an entitlement program, but a grant program in that each year Congress determines how much money the Program will get, which in turn determines how many people are eligible to receive benefits. The Food Stamp Program is run at the federal and local level, whereas the WIC Program, although it receives federal funding, operates primarily at the state level. This gives each state flexibility in managing the program, such as food distribution methods. Most states choose to use retailer distribution, but others also incorporate methods such as delivering food baskets directly to the homes or requiring participants to pick up their foods at a specific distribution site.

In return for being allowed to participate in the WIC Program, the Program expects the retailer to follow certain guidelines (with penalties if they don't). Retailers must agree in writing to:

- Provide only those food approved by the WIC State agency stated in the Program regulations and provide them at the same (or lower) prices charged non-WIC customers.
- Accept WIC coupons from WIC participants and submit the coupons for payment only within allowable time limits.
- Offer WIC customers the same courtesies as other customers.
- Not discriminate against any WIC

participants because of their race, color, sex or national origin.

—Stock sufficient amounts of authorized WIC foods.

—Train and update cashiers and ensure that they are knowledgeable about WIC coupon redemption.

—Have a current list of authorized WIC foods at each checkout counter.

—Encourage WIC customers to separate their WIC foods from the rest of their order and to tell cashiers when they reach the checkout counter that they will be using WIC coupons.

—Report participant problems to the local WIC clinic and call the State or local agency with any other questions or problems.

Penalties for WIC violations can be severe, such as not only being disqualified from the WIC Program, but also from the Food Stamp Program (if currently participating in it). Retailer violations include:

—Giving participants cash, unauthorized foods, or other items instead of authorized foods.

—Charging the program for foods not received by the participants, or charging WIC customers more than other customers for the same food item.

The process of WIC coupon redemption varies from state-to-state. In some states, the coupons are actual checks which must be deposited; and in other states, they are vouchers which must be submitted to a State or local WIC agency and the retailer will receive payment within 60 days of submittal. In both cases, the coupons must be submitted before the expiration date.

If interested in applying to become a WIC vendor, call your State's Public Health Department, or the Food and Nutrition Service office in your State, to find out about your State's program.

SERVICE BUREAU FACTS

Payroll and Payroll Tax Preparation is, and has been, a primary function of SOUTHFIELD DATA PROCESSING, INC. for over twenty years. Servicing the Michigan area with reliable, accurate and prompt services. Competitively priced, and staffed by quality personnel, all with a minimum of 25 years in the data processing industry.

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AFD honored by Michigan Dept. of Agriculture

Joseph D. Sarafa, AFD executive director, and Amir Al-Naimi, AFD chairman, each received awards from the Department of Agriculture. The Certificates of Appreciation were presented by J. W. Yonce, officer in charge of the Detroit Field Office. These Certificates, which are seldom given, recognize the contributions made to the Food and Nutritional Services programs to eliminate hunger in Michigan.

New liquor ordering software program available

The Beverage Journal has developed an easy-to-use liquor ordering software program for those retailers who use an IBM or Compatible computer in their stores or at home.

This program is designed to speed up the retailer's liquor ordering process by eliminating the time-consuming task of using a touch-tone phone to send an order to Audrey and replacing it with a simple purchase order file sent through the computer's modem to Audrey.

The current MLCC Price Lists for both board and special order items are included in this program for quick price and product information look-ups. Liquor purchase orders can be easily created by selecting items from the items price lists and entering in the desired order quantities. The purchase order is then sent to Audrey via the computer modem.

A Liquor Inventory Control/Purchase Order program is also available which can track inventory levels for eight weeks, automatically create a

purchase order based on the current inventory levels, and print several useful inventory reports.

The Beverage Journal has also begun marketing Retail Shelf Price Tags for liquor stores. These easy-to-read, pre-cut tags snap quickly into most shelf fronts. Each tag has the item's code #, size, brand description, and retail shelf price. Tags with UPC codes are also available.

Tags come arranged in a handy binder so that you can find the tags you need easily and quickly. Prices come directly from the MLCC computer and are guaranteed accurate.

Complete Shelf Tags Sets include all the current board items and up to 25 special order items of your choice. Update Sets include tags for only those items whose price has changed since the last price update. Customized shelf tags are also available.

For more information on shelf tags or the liquor ordering software, contact The Beverage Journal at (313) 454-5410.



Take the guess work out of your weekly liquor orders!

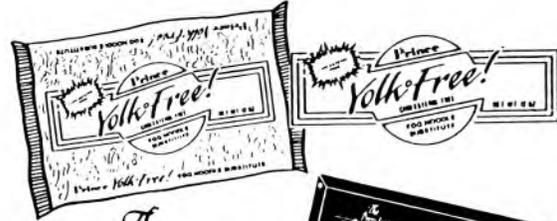


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Liquor distribution study would eliminate 500 LCC positions

By John Dagenais

EDITOR'S NOTE: This follow up report on the Price Waterhouse report dealing with a privatized liquor distribution system deals with the effect of reorganization on LCC personnel

The Liquor Control Commission presently has about 700 full time positions with major centers of employment located in Lansing and in the Detroit area. Many employees affected by downsizing of the LCC are distributed widely throughout the state because of the state liquor stores.

Privatization would eliminate almost 500 positions as well as do away with the distribution and warehousing functions. Licensing, enforcement and tax collections would remain as major LCC functions.

Wayne County would lose 97 employees, 31 in Oakland County and 23 in Macomb County. In the Lansing area, some 114 positions would go. Some 468 positions proposed for elimination in the Price Waterhouse study would fall in the area of Operations which include state store administration, store operations, warehouse operations and distribution.

The three new divisions of the LCC under the Commission and LCC Business Manager would consist of Licensing and Enforcement, Tax Collection and Management, followed by Executive Services which would include LCC Aides, Hearings and Appeals, Rules, Legislation and Information Services. The Licensing and Enforcement Department would be expanded due to the nature of the positions considered necessary to perform additional duties. These duties are very similar to existing Wholesaler and Manufacturers Department.

Several non-state workers could be affected by the deregulation move. These include about 40 contract workers in the Lincoln Park warehouse and the brokers and agents presently working for vendors under the present system. While privatization does not directly eliminate these positions, such organizations would be affected.

Figures based on 1988 estimates released by the Price Waterhouse study estimate employment savings of approximately \$12.5 million in the first year and \$19 million in the second year.



AFD SERVICE OF THE MONTH:

Workers' compensation self-insurance program

What is group self-insurance?

A group becomes self-insured when several individual businesses in the same industry pool their assets and net worth to establish one entity, a Trust Fund. The Fund assumes the workers' compensation liability of each individual member of the group up to a specified amount. The Board of Trustees of the Fund who are elected annually by the members, purchases excess insurance to cover losses over a specified amount and retains a professional service company to handle claims and loss control.

Group self-insurance for workers' compensation became available on March 19, 1974, when S.B. 481, co-sponsored by the Michigan Association of Timbermen and Creative Risk Management Corporation, was signed by the Governor and given immediate effect. There are currently 36 Michigan associations sponsoring self-insurance programs with an excess of 5,451 employers covered.

Why did group self-insurance become so popular so fast?

As premiums increased significantly over the years, worker's compensation insurance became one of the major costs of doing business in Michigan. The employer had no input as to the outcome of a claim and was receiving no guidance in controlling losses from the majority of insurance companies. A properly managed group self-insurance program provided the control and services needed to manage that major cost.

How does it work?

Employers pay their normal premium to the Fund instead of to an insurance company. The premium is invested in government secured interest-bearing accounts. The amount of the premium plus investment income remaining, after paying claims and operating costs and maintaining a reserve for claims incurred is returned to the Fund members.

What is the amount of refund a member can expect?

All groups vary in size and risk exposure. However, average dividends are ranging from 30% to 50% of paid premiums.

How will each member's premium be calculated?

The rates are set by the Excess Insurance carrier and approved by the State of Michigan. These rates are applied to the member's estimated annual payroll by classification to develop manual premium. Manual premium is multiplied by each member's current experience modification factor to develop the estimated annual premium. At the end of each fund year, the final premiums are adjusted by an audit.

Is group self-insurance risky?

No. The Fund is protected by aggregate and specific excess insurance

and the trustees and all persons with access to the funds are bonded.

What coverage will I have?

The Fund pays benefits according to the Act, just as an insurance company, so your coverage will not differ. However, the difference you will find is the actual method of payment of those benefits. Before any large claim payments are made, CRMC consults with the individual member as well as the Board of Trustees to determine all the facts of the case. Legitimate claims are then paid quickly, whereas fraudulent claims are more thoroughly investigated and aggressively handled in order to protect

the assets of the Fund, as well as each individual member because fraudulent claims are what causes your premium to go up.

How do I become self-insured in Associated Food Dealers of Michigan Program?

Complete and submit an application and financial statement which will be held in strict confidence by CRMC. Potential members must have a positive net worth and cash flow position and fulfill the requirement of being in a trade of the same industry as the sponsoring association.

Call (313) 557-9600 for information.

HELP FEED THE HUNGRY

Buy a Case of Food



Use this coupon to Help Feed the Hungry, Gleaners Community Food Bank will use your donations to purchase cases of food and distribute them at no cost to over 180 soup kitchens, church pantries, and emergency shelters.

MARK AN "X" NEXT TO THE FOODS YOU WISH TO BUY FOR THE HUNGRY

<input type="checkbox"/> Instant Potatoes	\$11.20 case
<input type="checkbox"/> Chicken Noodle Soup	\$8.00 case
<input type="checkbox"/> Corn Muffin Mix	\$6.00 case
<input type="checkbox"/> Pork and Beans	\$9.00 case
<input type="checkbox"/> Pineapple Cuts	\$15.20 case
<input type="checkbox"/> Peas and Carrots	\$12.00 case
<input type="checkbox"/> Peanut Butter	\$13.20 case
<input type="checkbox"/> Green Beans	\$9.00 case
<input type="checkbox"/> Tuna	\$32.40 case
<input type="checkbox"/> Peaches	\$14.00 case
<input type="checkbox"/> Chili	\$15.40 case
<input type="checkbox"/> Beef Stew	\$13.20 case

Enclosed is my check in the amount of \$_____ for _____ case(s) of food as a tax deductible contribution to Gleaners Community Food Bank to help feed the hungry.

Name _____
Address _____
City/State/Zip _____

Make checks payable to Gleaners Community Food Bank and mail to: 2131 Beaufait, Detroit, Michigan 48207.

For more information call (313) 923-3535.

PRODUCTS

Produce coding breakthrough

A decade after work first began on standardizing produce coding, the Produce Electronic Identification Board (PEIB) will publish a complete listing and explanation of Universal Product Codes (UPC) and Price Look-Up codes (PLU) later this month.

"A Guide to Coding Fresh Produce" includes comprehensive lists of UPCs for fruits and vegetables sold in fixed weight form (e.g. a three pound bag of apples) as well as UPCs and PLUs for the majority of fresh items that are sold in bulk in the supermarket. While the fixed weight numbers have been available for two years, standardized numbers for bulk items have not. The PEIB has been developing the numbers for bulk coding for years and submitted them to the Uniform Code Council for final approval in late September.

The book, which sells for \$15 and is a breakthrough for a major produce industry effort jointly spearheaded and funded by PMA and UFFVA since the early 1980s. The publication will provide new direction for the electronic collection of sales data on fruits and vegetables, improving the availability of valuable information to both retailers and suppliers.

Commenting on the approval of the new standardized numbers for bulk produce, PEIB Chairman Dick Spezzano, The Vons Companies, said: "I delighted to see all these years of time and effort on the part of many people in this industry finally bear fruit. Years from now we'll all look back on this as a major step forward for our industry."

Spezzano also stressed the long-term challenge that faces both suppliers and retailers. "To implement the standardized numbering systems as broadly as possible will require a substantial commitment from all segments. But we must improve efficiency and accuracy if the produce department of tomorrow is to continue to grow. Produce must adapt to new technologies in the retail marketplace. These new standardized systems give us one of the vital tools we need to meet the marketing challenges of the '90s."

The PEIB guide marks a milestone for UPC and PLU coding of fresh produce. Demand for the guide is already running high, with retailers and suppliers anxiously awaiting the new bulk codes. The PEIB has received many calls from companies wanting to incorporate the numbers on their stickers, twist-ties, sleeves and other markable materials.

Companies buying the guide will also receive annual updates of new numbers added to the list of fixed weight UPCs. Those who already have copies of the existing fixed weight UPC list for produce should purchase a copy of the guide to

qualify to receive these regular updates. The new guide does not change any of the existing fixed weight UPCs assigned by the PEIB. However, it does include many new numbers, an easier format, and a complete cross-referenced index to products covered.

Questions about "A Guide to Coding Fresh Produce" should be addressed to Susan Troy (ext 3010) or Bryan Silbermann (ext 3016) at 302/738-7100; or Anne Day at 703-836-3410 (ext 117). Order forms for the guide will be mailed to all members of PMA and UFFVA in early November. Companies who wish to place an order now for the guide may request an order form by fax at 302/731-2409.



Low fat cheeses added to Weight Watchers line

As consumers have registered increasing concern about fat and cholesterol in the diets, Weight Watchers has responded with its "new naturals" line of low-fat block cheeses.

Made for Weight Watchers by Schreiber Foods in Greenbay, Wisconsin, the cheese selections include Sharp Cheddar, Mozzarella, Swiss, Corby and Monterey Jack, as well as Mild Cheddar and Low Sodium Mild Cheddar.

Packaged in 8-ounce portions, each of the cheese varieties has 35 to 40 percent less fat than regular full-fat cheese and consistently less cholesterol and sodium than competitive light naturals.

The new low-fat line is available nationally; the suggested retail price is \$2.10.

Foodland distributors adds 16 stores

Fifteen independent metropolitan Detroit supermarkets are now being serviced by Foodland Distributors, Michigan's largest voluntary grocery wholesaler. The stores had been serviced by Abner Wolf, a grocery distributor acquired by Foodland Distributors in August.

The 16 stores are:

Shopper's Market, Centerline; Wholesale House, Dearborn; Food Lanes Supermarket, King Cole I, Vegas Supermarket, Food Giant, Food Basket, Grand Price, Prestige Food Center, Detroit; Vegas Supermarket, Harper Woods; Shoppers Market, Vegas Supermarket, Warren; Palace Supermarket, Westland Foodland, Westland; and Union Lake Food Center, Union Lake.

Foodland Distributors, with headquarters in Livonia, services 165 supermarkets throughout Michigan

VOTE FOR MEMBER OF THE YEAR

The Associated Food Dealers is pleased to introduce a new forum to recognize an outstanding individual in the food and beverage industry. We are asking that you nominate three AFD members for this prestigious award. The "Member of the Year" will be honored at the AFD's 75th Anniversary Trade Dinner on Friday, January 18, 1991.

Your nomination should be based on the following criteria:

To be eligible nominees must be:

- AFD members or employees of AFD member companies
- AFD board members are ineligible

Consideration of individual nominees:

- AFD involvement
- Industry involvement
- Community involvement
- Successful business operation
- Nominees can be retailers, wholesalers, suppliers, distributors, food processors, brokers, service members

Please use the official ballot below to nominate up to three individuals that you feel qualify for the "Member of the Year" award. Entries must be signed and sent on the ballot below. Please send this ballot to:

**Associated Food Dealers/ 18470 W. Ten Mile Road/
Southfield, MI 48075/ Attention: Debbie Cooper**
Thank you for your participation.

AFD MEMBER OF THE YEAR OFFICIAL BALLOT

Nominees:

1. _____
name/business

_____ comments
2. _____
name/business

_____ comments
3. _____
name/business

_____ comments

signature/date _____

PEOPLE

Southland Corporation manager lauded



Rehm

Jackie Rehm, Human Resource Manager for the Southland Corporation/7-Eleven Food Stores, received the National Society of Consumer Affairs Professionals in Business (SOCAP) first place award in its public responsibility category for 7-Eleven's alcohol awareness efforts with Project Graduation. Rehm accepted the award at SOCAP's annual conference in New York.

Additionally, Rehm was named The Southland Corporation's Outstanding Legislative Person of the Year.

Rehm coordinates public, urban, and legislative affairs initiatives for The Southland Corporation and was appointed Chairwoman of its Northeast Region Urban Affairs Task Force - 1990.

Frozen food industry names first-ever inductees into the frozen food hall of fame

The frozen food industry, in conjunction with the Distinguished Order of Zerocrats, announced and honored Clarence Birdseye, John F. Baugh, C. James McNutt and Robert E. Rich Sr. as the first-ever inductees into the newly created Frozen Food Hall of Fame, during the recent National Frozen Food Convention and Exposition held in San Francisco, California.

"I don't think it will come as a great surprise to anyone that the industry has chosen to recognize Clarence Birdseye as one of our first inductees," said John Rotelle, chairman, Distinguished Order of Zerocrats, during the Hall of Fame presentation. "Clarence, referred to by many as 'The Father of Frozen Food,' is credited with originating our industry in 1930, when foods, frozen with his patented process, were introduced to the public in Springfield, Massachusetts. There truly could be no Frozen Food Hall of Fame if not for the contributions of this industry pioneer," he added.

The second inductee was recognized as no less familiar than Birdseye, to members of the frozen food industry.

"John F. Baugh is the founder of Sysco Corporation, so it's no surprise that his name is nearly synonymous with Sysco and distribution," Rotelle said. "Today John serves as senior chairman of Sysco's directors and chairman of its executive committee."

Baugh also served as a director of the National Frozen Food Association (NFFA) for many years and served as

NFFA chairman in 1965 and 1966.

C. James McNutt, now retired from Campbell Soup Co. was honored as the third inductee into the "Hall of Fame."

"C. James McNutt's commitment to the industry and to Campbell, spanned over 40 years, and still continues today despite his retirement from Campbell in 1985," said Rotelle.

In 1979, McNutt received the food distribution industry's highest honor, The William H. Albers Trade Relations Award from the Food Marketing Institute; in 1982, he received The Watson Rogers Award for outstanding contributions to the food broker profession from the National Food Brokers Association (NFBA); and in 1984, he was presented with The National Grocer's Association Chairman's Industry Service Award for his outstanding contributions to the food industry.

The final honoree into the Frozen Food Hall of Fame was Robert E. Rich Sr.

"Robert E. Rich Sr. is probably known to the industry because of his work with the company that bears his name—Rich Products Corp., for which he still serves as chairman of the board," Rotelle said. "His long, and I do mean long list of awards and honors include a Frozen Food Industry Founder Award in 1976; NFFA Watson Rogers Award for outstanding service in 1981; and the International Foodservice Executive Association Special Service Citation in 1983."

The Hall of Fame was established to recognize those individuals in the frozen food industry whose contributions have been well beyond the norm and deserving of recognition and honor by their peers. A maximum of four industry representatives will be inducted into the Hall of Fame each year. The representatives, living or deceased, will have made a substantial contribution to the frozen food industry's growth and development and devoted time and effort to ensure its continued success. Representatives must be nominated by a member of the Distinguished Order of Zerocrats, but do not have to be a member of NFFA or AFFI. Those who are elected to the Frozen Food Hall of Fame, but are not members of the Distinguished Order of Zerocrats, will automatically become a member of the Order the following year.

The Distinguished Order of Zerocrats was established to promote the image of the frozen food industry and to honor individuals who have made contributions in the broadest sense of the frozen food industry.

"A formal way to recognize industry members who have made a significant impact on the industry is long overdue," said Nevin Montgomery, NFFA, president and Steven C. Anderson, president of American Food Institute (AFFI). "The Frozen Hall of Fame will give innovators in the industry the recognition they deserve."

Stroh's Ice Cream Company fills key position



Rayman

Appointment of Mark Rayman as Director, plant operations is announced by Phillip J. Roselli, president, Stroh's Ice Cream Company.

In the newly-created position, Rayman, 38, will have complete responsibility for all manufacturing and plant operations. Commenting on filling this position in the new Stroh's Ice Cream Company, Roselli indicated that Rayman's background and depth of experience make him uniquely qualified for this important post.

Following eight years with Michigan Cottage Cheese/Yoplait Yogurt, Rayman joined Borden, Inc. as production supervisor in their Youngstown, Ohio plant in 1977. He transferred to Detroit in 1981.

During the succeeding years he held various positions with Borden's, including dairy operations supervisor, assistant general plant superintendent/chief engineer, and general plant superintendent of both their milk and ice cream plants in the Detroit area.

For the past two years, Rayman served the dairy, meat and food industries as a representative with General Container Company of Michigan.



John Marasco of Seagram's speaks at NSFRE banquet

Michigan NSFRE nominates three for 1991 National Philanthropy Award

The nominees for the 1991 National Philanthropy Award have been announced by the Michigan Chapter of the National Association of Fund Raising Executives (NSFRE). The announcement of national award winners was made on National Philanthropy Day, on November 16, 1990.

Seagrams Classics Wine Company and Samuel Bronfman II, Seagram's President, was nominated as outstanding corporate philanthropist by the Detroit Meals on Wheels Project for its creation of the Meals on Wheels America Technical Assistance Project, and for their support of the elderly and minorities. Howard S. Holmes, President and CEO of the Chelsea Milling Company, was nominated as

outstanding individual philanthropist by the Catherine McAuley Health Center where he is a volunteer and long standing supporter. Milton Murray, CFRE, of the General Conference of Seventh-Day Adventists, has been nominated in the category of outstanding fundraiser by the NSFRE-Michigan Chapter Board of Directors.

Spartan stores names new manager of controlled brands

Spartan Stores, Inc. announces the promotion of Tom Berg to the position of controlled brands manager. He succeeds Joe McKie who left the company in June, 1990.

In his new position, Berg will be accountable for managing Spartan Private Label Sales, Quality Assurance and Consumer Affairs departments, developing and expanding new private label programs, managing private label design and inventories and developing promotional activities. He will report to Lou Hall, director of grocery/general merchandising purchasing, who states, "Tom has a thorough understanding of Spartan Stores and the private label industry. He will be a strong leader in this highly visible area in our company."

Berg joined Spartan Stores ten years ago in May of 1980 as a service merchandiser in general merchandise. Since that time, he has held the positions of GM sales merchandiser, private label merchandiser, controlled brands marketing specialist and since January of this year, controlled brands marketing supervisor.

Spartan Stores has to its credit a very reputable line of private label merchandise. Over 740 products carry the Spartan Brand label and meet or exceed the quality of the best-selling national brands. Through a 100 percent Satisfaction Guaranteed Program introduced in 1988, Spartan assures that the quality of all Spartan brand products will meet the performance expectations of their customers. The popular acceptance of these products has made Spartan a name consumers have grown to trust.

Spartan Stores, Inc. is a retailer-owned grocery wholesaler providing products and services to 503 independently-owned stores in Michigan, Indiana and Ohio.

CLASSIFIED

For Sale: Party store south of Ann Arbor. Beer, wine, lotto. Good business. Priced to sell \$98,500 cash includes real estate plus inventory. P.O. Box 71, Milan, MI 48160

For Sale: Liquor store Lotto, Keego Harbor near West Bloomfield. Call (313) 882-9282 or (313) 851-2743.

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Archway Cookies	(616)692-6211
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C & C Distributors	283-8693
Continental Baking Co.	868-5600
General Biscuit Brands	352-4343
Koepfingler Bakeries, Inc.	967-2020
S & M Biscuit Distributing	893-4747
Taystee Bakeries	476-0201

BANKS:

Madison National Bank	548-2900
Michigan National Bank	489-9100
Sun Financial Group	350-3400

BEVERAGES:

Adolph Coors Company	451-1499
Anheuser-Busch, Inc.	354-1860
Bellino Quality Beverages, Inc.	946-6300
Capitol Liquor Sales Co.	583-2011
Coca-Cola Bottlers of Detroit	585-1248
Cadillac Coffee	369-9020
Don-Lee Distributors, Inc.	584-7100
Eastown Distributors	867-6900
Everfresh Juice Company	755-9500
Faygo Beverages, Inc.	925-1600
G. Heileman Brewing Co.	(414)796-2540
General Wine & Liquor	867-0521
Hills Bros. Coffee, Inc.	851-5774
Hiram Walker, Inc.	626-0575
House of Seagram	262-1375
Hubert Distributors, Inc.	858-2340
Cooper/Wieferman Company	835-6400
Miller Brewing Company	(414)259-9444
Mr. Pure Juices	(312)379-3000
Paddington Corp.	345-5250
Pepsi-Cola Bottling Group	641-7888
Powers Distributing, Inc.	682-2010
R.M. Gilligan, Inc.	553-9440
Royal Crown Cola	(616)392-2468
Serv-U-Matic Corporation	528-0694
Seven-Up Bottling Company	937-3500
Squirt-Pak	(616)396-0591
St. Julian Wine Co., Inc.	(616)657-5568
Stroh Brewery Company	446-2000
Viviano Wine Importers, Inc.	883-1600

BROKERS/REPRESENTATIVES:

Acme Food Brokerage	968-0300
Ameri-Con, Inc.	478-8840
Chuck Batcheller Company	559-2422
City Foods Brokerage Company	894-3000
Conrady-Greenson Company	362-0800
Estabrooks Marketing	(517)548-3750
Greenson Company, Inc.	362-0800
J.B. Novak & Associates	752-6453
James K. Tamakian Company	424-8500
Marks & Goergens, Inc.	354-1600
McMahon & McDonald, Inc.	477-7182
Northland Marketing	353-0222
Paul Inman Associates	626-8300
Pfeister Company	591-1900
Stark & Company	851-5700
United Salvage Company	772-0951
VIP Food Brokers International	855-2335

CANDY & TOBACCO:

Central Sales	843-6600
Garoto Chocolate Co.	882-8824
Wolverine Cigar Company	554-2033

CATERING/HALLS:

Gourmet House, Inc.	771-0300
Penna's of Sterling	978-3880
Phil's Catering	751-0751
Southfield Manor	352-9020
Tina's Catering	949-2280

CONSULTANTS:

Bellanca, Beattie, DeLisle	964-4200
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DAIRY PRODUCTS:

Borden Company, The	583-9191
Dairy Products of Michigan	552-9666
London's Farm Dairy	984-5111
Melody Farms Dairy Company	525-4000
Milk-O-Mat/Country Pride Dairy	864-0550
Stroh's Ice Cream	568-5106
Tom Davis & Sons Dairy	583-0540

DELIKATESSEN:

Dudek Deli Foods	891-5226
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EGGS & POULTRY:

Epco Foods, Inc.	857-4040
Capitol Poultry	567-8200
Linwood Egg Company	524-9550
McInerney-Miller Brothers	833-4800

FISH & SEAFOOD:

Hamilton Fish Company, Inc.	832-6100
Michigan Food Sales	882-7779
Standard Fish Dist.	871-1115
Tallman Fisheries	(906)341-5887

FRESH PRODUCE:

The Crosset Company	429-7078
Tony Serra & Sons Produce	758-0791

ICE PRODUCTS:

Great Lakes Ice	774-9200
Midwest Ice Corporation	868-8800
New City Ice Co.	485-0430

INSECT CONTROL:

Eradico Insect Control	354-5440
Rose Exterminators	588-1005

INSURANCE:

Alphamerica Insurance Agency	263-1158
America One	(517)349-1988
Blue Cross/Blue Shield	486-2172
Capital Insurance Group	354-6110
Creative Risk Management Corp.	792-6355
Financial Guardian, Inc.	641-0900
Financial & Mktg. Enterprises	547-2813
Gadaletto, Ramsby & Assoc.	(517)351-7375
K.A. Tappan & Assoc. Ltd.	344-2500
Rocky Husaynu & Associates	356-7900
Mitzel Agency	773-8600
North Pointe Insurance	358-1171

MANUFACTURERS:

Absolute Water Company	358-1460
Bernie & Sons, Inc.	943-3437
Carnation Company	851-8480
Don's Chuck Wagon Products	771-9410
Groeb Farms	(517)467-7609
H. Raadco, Inc.	933-6320
Hamilton Meat Pie Co.	582-2028
Home Style Foods, Inc.	874-3250
Jay's Foods, Inc.	
Kalil Enterprises, Inc.	527-7240
Kraft Foods	261-2800
Monique I Natural Cosmetics	464-8070
Monitor (Big Chief) Sugar	(517)686-0161
Nabisco, Inc.	478-1400
Philip Morris U.S.A.	855-6454
Prince Macaroni of Michigan	772-4900
Red Pelican Food Products	921-2500
Scot Lad Foods, Inc.	(419)228-3141
Sir Lawrence's Food Co.	822-8888
Stehouwer Frozen Foods	(616)453-2471
Tony's Pizza Service	634-0606

MEAT PRODUCERS/PACKERS:

Bob Evans Farms	422-8000
Flint Sausage Works	239-3179
Guzzardo Wholesale Meats	833-3555
Hartig Meats	832-2080
Hillshire Farms & Kahn's	778-3276
Hygrade Food Products	464-2400
Kowalski Sausage Company	837-8200
Liberty Meat Co.	549-1658
LKL Packing, Inc.	833-1590
National Chile Company	365-5611
Oscar Mayer & Company	464-9400
Osten Meats	963-9660
Ray Weeks & Sons Company	727-3535
Smith Meat Packing, Inc.	458-9530
Swift-Eckrich	937-2266
Winter Sausage Mfg., Inc.	777-9080
Wolverine Packing Company	568-1900

MEDIA:

Arab & Chaldean TV-62 Show	352-1343
Daily Tribune	541-3000
Detroit Free Press	222-6400
Detroit News	222-2000
Detroit Newspaper Agency	222-2512
Gateway Outdoor Advertising	544-0200
Macomb Daily	296-0800
Michigan Chronicle	963-5522
Michigan Grocery News	357-4020
The Beverage Journal	454-4540
WDIV-TV4	222-0643
WJBK-TV2	557-9000
WKSG "KISS-FM"	792-6600
WWJ-AM/WJOL-FM	222-2636

NON-FOOD DISTRIBUTORS:

Gibraltar National Corporation	491-3500
Ludington News Company, Inc.	925-7600

POTATO CHIPS/NUTS/SNACKS:

Cain's Potato Chips	756-0150
Detroit Popcorn Company	531-9200
Frito-Lay, Inc.	287-9477
Jay's Foods, Inc.	946-4024
Kar-Nut Products Company	541-7870
Nikhlas Distributors (Cabana)	571-2447
Sunshine Biscuits, Inc.	386-7052
Variety Foods, Inc.	268-4900
Vitner Snacks	368-2447

PROMOTION/ADVERTISING:

Intro-Marketing	540-5000
James K. Tamakian Associates	352-3500
PJM Printing	535-6400
Stephen's NU-Ad, Inc.	777-6823

SERVICES:

Akram Namou C.P.A.	557-9030
Burnstein & Assoc.	646-7400
Central Alarm Signal, Inc.	884-8900
Detroit Edison Company	323-7786
Group One Realty	851-4910
Intromarketing Inc.	540-5000
Karoub & Associates	(517)482-5000
Market Mechanical Services	680-0580
Michigan Cash Register	545-8660
Pappas Cutlery Grinding	965-3872
Stanley Adv & Dist	961-7177
Telecheck Michigan, Inc.	354-5000
Vend-A-Matic	585-7700

SPICES & EXTRACTS:

Milton Chile Company	585-0300
Rafal Spice Company	259-6373

STORE SUPPLIES/EQUIPMENT:

Alana Food Brokers	833-8686
Amsyn/Taski	(800)448-2754
Belmont Paper & Bag Company	491-6550
Brehm Broaster Sales	(517)427-5858
DCI Food Equipment	369-1666
Hobart Corporation	697-7060
Kasco Atlantic Service Co.	(800)631-7650
MMI Distributing	582-4400
Market Mechanical Services	546-6840
Midwest Butcher & Deli Supply	332-5650
Supermarket Development	521-5150
Ultra Lite Supply Co.	751-1940
Winston Sales & Services	739-3210

WAREHOUSES:

Boag Cold Storage Warehouse	964-3069
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WHOLESALE/FOOD DISTRIBUTORS:

Abner Wolfe/Meadowdale Foods, Inc.	943-3437
Ameri-Con, Inc.	478-8840
Bremer Sugar	(616)772-9100
Foodland Distributors	523-2177
Food Marketing Corporation	(219)483-2146
Great Lake Fish & Seafood	368-6050
Hubert Distributors, Inc.	858-2340
Jerusalem Falafil Mfg.	595-8505
J. Lewis Cooper Company	835-6400
Kap's Wholesale Food Services	961-6561
Kehe Food Distributors	(800)888-4681
Kramer Food Company	585-8141
Lauren Sales, Inc.	945-1111
Lipari Foods	469-0131
Louren Kachigian Distributing	843-2898
M & B Distributing Company	893-4228
Maxwell Foods, Inc.	923-9000
McInerney-Miller Bros.	833-8660
Metro Grocery, Inc.	871-4000
Metro Packing Company	259-8872
Mel Larsen Distributors, Inc.	873-1014
Miesel/Sysco Food Service	397-7990
Mucky Duck Mustard Co.	683-5750
National Wholesale Foods	841-7730
Norquick Distributors	522-1000
Northern Michigan Food Service	478-6200
Northwest Food Co. of Michigan	368-2500
Oak Distributing Company	674-3171
Paul Fata & Sons, Inc.	321-5991
Quick Foods Company	546-4884
Rainbow Ethnic & Specialty Foods	646-0611
Ray Weeks & Company	727-2525
Rich Plan of Michigan	293-0900
Row-Bur Distributors	852-2616
Sales Enterprises	(517)487-5823
Sena Snacks & Vending, Inc.	740-6444
Sherwood Food Distributors	366-3100
Spartan Stores, Inc.	(616)455-1400
Super Food Services	(517)777-1891
Trepco Ltd.	546-3661
Wholesale House, Inc.	846-6209
American Synergistics, Inc.	427-4444
Bureau of State Lottery	(517)887-6820
Danor Corporation	557-3476
General Provision	393-1900
Herman Rubin Sales Co.	354-6433
Hubbard Apiaries	(517)467-2051
James Karoub & Associates	(517)482-5000
Lloyd's Assoc.	356-0472
Miko & Assoc.	776-0851
Slam's Video	255-7526
VIP International	885-2335
W.A. Taylor & Co.	689-6941
Wilden & Assoc.	588-2358

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